

April 6, 2022

VIA ECF

The Honorable P. Kevin Castel
United States District Judge
Daniel Patrick Moynihan, United States Courthouse
500 Pearl St., Courtroom 11D
New York, New York 10007

Re: *In re Google Digital Advertising*, 1:21-md-03010 (PKC) (all actions)

Dear Judge Castel:

On behalf of all parties to the above-referenced MDL, the parties jointly submit the attached draft confidentiality order. This draft is a supplement to the three letters being filed simultaneously by the Plaintiffs, Google, and Meta concerning the remaining disputes among them regarding certain proposed confidentiality order provisions. This draft contains all confidentiality provisions the parties agree upon, as well as those the parties don't agree upon. As to the disagreements, this joint submission identifies the competing language being proposed by each party. The parties thought it would assist the Court to have a single proposed confidentiality order, with the parties' agreed upon provisions, and their disagreements inline in the proposed order.

The parties thank the Court in advance for its consideration of these issues.

Respectfully submitted,

/s/ W. Mark Lanier

W. Mark Lanier
New York Bar No.: 4327284
Mark.Lanier@LanierLawFirm.com
Alex J. Brown
New York Bar No.: 4593604
Alex.Brown@LanierLawFirm.com
Zeke DeRose III
Zeke.DeRose@LanierLawFirm.com
Tower 56
126 East 56th Street, 6th Floor
New York, NY 10022
(212) 421-2800
THE LANIER LAW FIRM, PLLC

/s/ Ashley Keller

Ashley Keller
ack@kellerlenkner.com
Brooke Clason Smith
brooke.smith@kellerlenkner.com
Jason A. Zweig
New York Bar No.: 2960326
jaz@kellerlenkner.com
150 N. Riverside Plaza, Suite 4100
Chicago, Illinois 60606
(312) 741-5220
Zina Bash
zina.bash@kellerlenker.com
111 Congress Avenue, Suite 500
Austin, TX 78701
(512) 690-0990
KELLER LENKNER LLC

Counsel for Texas, Idaho, Indiana, Louisiana (The Lanier Law Firm only), Mississippi, North Dakota, South Carolina, and South Dakota

On behalf of the State Plaintiffs

/s/ Dena C. Sharp

Dena C. Sharp (*pro hac vice*)
Jordan Elias (*pro hac vice*)
Scott M. Grzenczyk (*pro hac vice*)
GIRARD SHARP LLP
601 California Street, Suite 1400
San Francisco, CA 94108
Tel: (415) 981-4800
Fax: (415) 981-4846
dsharp@girardsharp.com
jelias@girardsharp.com
scottg@girardsharp.com

Tina Wolfson (TW-1016)
Theodore W. Maya (*pro hac vice*)
Bradley K. King (BK-1971)
AHDOOT & WOLFSON, PC
2600 West Olive Ave., Suite 500

/s/ John Thorne

John Thorne
Daniel G. Bird
Daniel V. Dorris
Bethan R. Jones
Mark P. Hirschboeck
Eliana M. Pfeffer
Eric J. Maier
KELLOGG, HANSEN, TODD, FIGEL &
FREDERICK, P.L.L.C.
1615 M Street NW, Suite 400
Washington, DC 20036
Tel: (202) 326-7900
Fax: (202) 326-7999
jthorne@kellogghansen.com

Jeffrey A. Lamken
Caleb Hayes-Deats

Burbank, CA 91505
Tel.: (310) 474-9111
Fax: (310) 474-8585
twolfson@ahdootwolfson.com
tmaya@ahdootwolfson.com
bking@ahdootwolfson.com

Interim Co-Lead Counsel for Advertiser Plaintiffs

/s/ Caitlin G. Coslett
Eric L. Cramer
ecramer@bm.net
Michael C. Dell'Angelo
mdellangelo@bm.net
Caitlin G. Coslett
ccoslett@bm.net
Patrick F. Madden
pmadden@bm.net
BERGER MONTAGUE PC
1818 Market St., Suite 3600
Philadelphia, PA 19103
Telephone: (215) 875-3000

Philip C. Korologos
pkorologos@bsflp.com
Brianna S. Hills
bhills@bsflp.com
BOIES SCHILLER FLEXNER LLP
55 Hudson Yards, 20th Floor
New York, NY 10001
Telephone: (212) 446-2300

David Boies
dboies@bsflp.com
BOIES SCHILLER FLEXNER LLP
333 Main Street
Armonk, NY 10504
Telephone: (914) 749-8200

Jesse Panuccio
jpanuccio@bsflp.com
BOIES SCHILLER FLEXNER LLP
1401 New York Avenue, NW
Washington, DC 20005

MOLOLAMKEN LLP
Tel: (202) 556-2000
Fax: (202) 556-2001
jlamken@mololamken.com

Counsel for Associated Newspapers, Ltd. and Mail Media, Inc.

/s/ Serina M. Vash
Serina M. Vash
New York Bar No.: 2773448
svash@hermanjones.com
153 Central Avenue, # 131
Westfield, NJ 07090
(404) 504-6516
HERMAN JONES LLP

John C. Herman
jherman@hermanjones.com
3424 Peachtree Road, N.E., Suite 1650
Atlanta, GA 30326
(404) 504-6500
HERMAN JONES LLP

Paul T. Farrell, Jr.
paul@farrellfuller.com
Michael J. Fuller, Jr.
mike@farrellfuller.com
1311 Ponce De Leon, Suite 202
San Juan, PR 00907
(939) 293-8244
FARRELL & FULLER, LLC

/s/ Stuart A. Davidson
Paul J. Geller
pgeller@rgrdlaw.com
Stuart A. Davidson
sdavidson@rgrdlaw.com
Alexander C. Cohen
acohen@rgrdlaw.com
Maxwell H. Sawyer
msawyer@rgrdlaw.com
120 East Palmetto Park Road, Suite 500

Telephone: (202) 895-7580

Mark C. Mao

mmao@bsfllp.com

Sean P. Rodriguez

srodriguez@bsfllp.com

BOIES SCHILLER FLEXNER LLP

44 Montgomery Street, 41st Floor

San Francisco, CA 94104

Telephone: (415) 293-6820

Sabria A. McElroy

smcelroy@bsfllp.com

BOIES SCHILLER FLEXNER LLP

401 E. Las Olas Blvd., Suite 1200

Fort Lauderdale, FL 33301

Telephone: (954) 377-4216

Interim Co-Lead Counsel for the Publisher Class

Boca Raton, FL 33432

(561) 750-3000

ROBBINS GELLER RUDMAN & DOWD
LLP

David W. Mitchell

davidm@rgrdlaw.com

Steven M. Jodlowski

sjodlowski@rgrdlaw.com

655 West Broadway, Suite 1900

San Diego, CA 92101

(619) 231-1058

ROBBINS GELLER RUDMAN & DOWD
LLP

Robert P. Fitzsimmons

bob@fitzsimmonsfirm.com

Clayton J. Fitzsimmons

clayton@fitzsimmonsfirm.com

Mark A. Colantonio

mark@fitzsimmonsfirm.com

1609 Warwood Avenue

Wheeling, WV 26003

(304) 277-1700

FITZSIMMONS LAW FIRM PLLC

*Counsel for Direct Action Newspaper Plaintiffs
AIM Media Indiana Operating, LLC, AIM Media
Midwest Operating, LLC, AIM Media Texas
Operating, LLC, Brown County Publishing
Company, Inc. and Multi Media Channels, LLC,
Clarksburg Publishing Company, d/b/a WV News,
Coastal Point LLC, Eagle Printing Company,
Ecent Corporation, Emmerich Newspapers,
Incorporated, J.O. Emmerich & Associates, Inc.,
Delta Democrat Publishing Company,
Commonwealth Publishing Company, Inc., Delta
Press Publishing Company, Inc., Newton County
Appeal Inc., Marion Publishing, Company, Yazoo
Newspaper, Co., Inc., Sunland Publishing,
Company, Inc., Simpson Publishing Co., Inc.,
Montgomery Publishing Co., Inc., Franklinton
Publishing Co., Inc., Charleston Publishing Co.,
Inc., Clarion Publishing Company, Inc., Scott*

*Publishing, Inc., Clarke Publishing, Inc.,
Hattiesburg Publishing, Inc., Tallulah Publishing,
Inc., Louisville Publishing, Inc., Kosciusko Star-
Herald, Inc., Enterprise-Tocsin, Inc., Grenada Star,
Inc., Tate Record Inc., Flag Publications, Inc., Gale
Force Media, LLC,
HD Media Company, LLC, Journal Inc., Robinson
Communications, Inc., Something Extra Publishing,
Inc., Rome News Media, LLC, Times Journal, Inc.,
Neighbor Newspapers, Savannah Publishing Co.,
Inc., Gould Enterprises, Inc., Union City Daily
Messenger, Inc., Weakley County Press, Inc., and
Southern Community Newspapers, Inc.*

/s/ Kevin J. Orsini

Kevin J. Orsini
Cravath, Swaine & Moore LLP
Worldwide Plaza
825 Eighth Avenue
New York, NY 10019-7475
T: (212) 474-1000
F: (212) 474-3700
korsini@cravath.com

Attorneys for Defendant Meta Platforms, Inc.

/s/ Eric Mahr

Eric Mahr
FRESHFIELDS BRUCKHAUS DERINGER
US LLP
700 13th Street, NW
10th Floor
Washington, DC 20005
Telephone: (202) 777-4545
Email: eric.mahr@freshfields.com

Justina K. Sessions
WILSON SONSINI GOODRICH &
ROSATI
Professional Corporation
One Market Plaza
Spear Tower, Suite 3300
San Francisco, California 94105
Telephone: (415) 947-2197
Email: jsessions@wsgr.com

*Counsel for Defendants Google LLC, Alphabet
Inc., and YouTube LLC*